



The 2010 CLS-Class

Mercedes-Benz



A coupe with four doors. Rational, maybe. Inspirational, undoubtedly.

Throughout automotive history, Mercedes-Benz coupes have been cherished for their alluring blend of innovation and intimacy. Since its inception, the CLS-Class has expressed this even more compellingly – with style, performance and craftsmanship that are at once radical, rewarding and romantic. And while inspiring a new generation of admirers, it also ignited a new genre of automobile: the 4-door coupe. Its four finely tailored seats grant individual passage to a motoring experience that can be shared by all aboard, but with no other car. This is the 2010 CLS-Class.

For more information, please visit www.mbusa.com

CLS 550 shown on cover and at left with Iridium Silver metallic paint and optional Sport and Premium 1 Packages.

An air-cushioned, self-lowering, semi-active suspension of disbelief. If the pavement-hugging profile of the CLS-Class seems low-slung at rest, try to picture it at 70 mph.¹ That's when its AIRMATIC suspension draws the car nearly half an inch closer to the road, making its already brilliant handling even more poised by lowering both its center of gravity and its aerodynamic drag and lift. The air of excitement begins well below such speeds, however. Its 382-hp V-8 whisks you to 60 mph in just 5.4 seconds,² for example. Its 7-speed automatic transmission adapts to your driving style, to put the engine's copious torque on call even around town. Clearly it's not just the suspension that's drawn to the road. You'll feel a closeness, too.

CLS 550	Engine	5.5-liter V-8, 382 hp @ 6,000 rpm, 391 lb-ft net torque @ 2,800–4,800 rpm
	Transmission	7-speed automatic
	Wheels	18" double 5-spoke ³
	Suspension	AIRMATIC semi-active, Adaptive Damping System
	Drivetrain	Rear-wheel drive

AIRMATIC integrates the Adaptive Damping System (ADS II), which adjusts the air suspension at each wheel with every up or down motion. Two Sport modes allow you to tailor the firmness to your liking at the touch of a button.

The optional Bi-Xenon headlamps feature Active Curve Illumination, which enhances lighting on winding roads based on your driving speed and steering inputs. Heated headlamp washers help keep them cleaner in bad weather.

Staggered-width 18" wheels and tires³ balance crisp steering with surefooted acceleration. An optional Sport Package adds AMG wheels, along with paddle shifters and more aggressive lower body styling.

CLS 550 shown with Iridium Silver metallic paint and optional Premium 1 Package. Please see endnotes in back of brochure.

Styling this sharp calls for substance on the cutting edge. The beauty of a Mercedes-Benz coupe has always run far deeper than the undeniable attraction of its appearance. Beneath the taut sculpting of the CLS-Class bodywork resides the engineering expertise whose roots trace to the invention of the crumple zone, fuel injection and the automobile itself. This ongoing heritage of innovation continues with PRE-SAFE,[®] an industry-first safety breakthrough that can tighten the front seat belts, adjust the front passenger seat, and even close the windows and sunroof to better prepare you for an impending collision.⁴ Of course, with its Electronic Stability Program (ESP[®]) and emergency-sensing Brake Assist — accident-avoidance technologies also pioneered by Mercedes-Benz — its foremost goal is to keep you out of harm's way, and securely on the leading edge of fashion.

The CLS-Class provides the 11-way protection of nine standard air bags, including a driver's knee air bag. NECK-PRO active front head restraints help to minimize whiplash injuries.

The standard Tele Aid System[®] features Automatic Collision Notification, which can automatically call for help and transmit your location should an air bag deploy.

Among the numerous readouts available in the in-dash multifunction display is a Tire Pressure Monitoring System, showing the inflation pressure of all four mounted tires.





CLS 550 shown with Cashmere leather and optional Premium 1 Package. Please see endnotes in back of brochure.

The 2010 CLS-Class. Intimately engaging yet extensively attentive accommodations welcome you into the CLS-Class. Four individually contoured seats are hand-fitted in fine leather, and divided by a full console that sweeps from front to rear in a flourish of polished High-gloss Laurel wood and elegant top-stitching. High technology is present in equal abundance: Digital sound surrounds you. Navigation responds to your voice. Even traffic conditions are delivered via satellite to smooth your journey. And crisp, white instruments are ringed in chrome and set amid the largest single span of wood used in a modern Mercedes-Benz — a tribute to timeless craftsmanship in a refreshingly modern environment.

First-class comfort for four. Individual seating for four includes 10-way power-adjustable front seats, each with 3-position memory. Heated and Active Ventilated front seats are optional. Standard 4-zone climate control with front and rear control panels allows each occupant to further tailor their personal comfort.

Navigation. The COMAND system unifies standard hard-drive-based navigation⁶ with the car's entertainment systems and a vivid 6.5" color screen. Voice control, a hands-free Bluetooth[®] interface,⁷ real-time SIRIUS Traffic[™] updates,⁸ and Zagat[®] Survey ratings for restaurants, hotels and golf courses further enhance any drive.

Surround sound. A world of entertainment is integrated with COMAND: A 6-disc in-dash DVD/CD changer, SIRIUS[®] Satellite Radio,⁸ HD Digital Radio, in-dash memory card reader, iPod[®] integration⁹ and 4GB of music storage — all played via a harman/kardon LOGIC7[®] sound system with Dolby[®] Digital 5.1.

Trim Package. Extend the hand-finished warmth and richness of the CLS-Class right to your fingertips with the optional Trim Package. Hand-polished High-gloss Laurel wood on the steering wheel and shift knob please the eye while rewarding your touch.



CLS 550 shown with Iridium Silver metallic paint and optional Premium 1 Package. Please see endnotes in back of brochure.

CLS-Class options and packages. Every CLS-Class is outfitted with standard features that enhance your enjoyment of its style, performance and luxury – from semi-active air suspension to light-sensing headlamps to rain-sensing wipers. Its 4-zone climate control adapts to sunlight and humidity. Its 3-spoke multifunction steering wheel is swathed in glove-soft Premium leather. And while attention to detail is evident throughout the CLS-Class, you can also personalize your own details, with a selection of innovations, refinements and driving enhancements that are offered as individual options, or packaged together for convenience and value.

For more information, visit www.mbusa.com

CLS550	
INDIVIDUAL OPTIONS	
<input type="radio"/>	DISTRONIC adaptive cruise control ¹⁰
<input type="radio"/>	PARKTRONIC system

Mercedes-Benz European Delivery Program. Pick up your new Mercedes-Benz in Germany and take advantage of exclusive savings,¹¹ unforgettable experiences and the many benefits of European Delivery. For additional information, visit www.mbusa.com/edp

CLS550	
OPTION PACKAGES	
<input type="radio"/>	Premium 1 Package: <ul style="list-style-type: none">• Bi-Xenon headlamps with Active Curve Illumination• Headlamp washing system• Electronic trunk closer• Heated and Active Ventilated front seats• iPod®/MP3 media interface (in glovebox)⁹• KEYLESS-GO• Power rear window sunshade
<input type="radio"/>	Trim Package (not available with Sport Package): <ul style="list-style-type: none">• Wood/leather steering wheel• Wood shift knob
<input type="radio"/>	Sport Package (not available with Trim Package): <ul style="list-style-type: none">• Sport lower body styling• Sport leather multifunction steering wheel with black shift paddles• 18" AMG staggered-width 5-spoke wheels and high-performance tires³

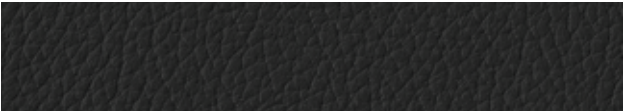
● Standard ○ Optional – Not available

Color and Trim

INTERIOR UPHOLSTERY



Ash



Black



Cashmere

INTERIOR WOOD TRIM



High-gloss Laurel

EXTERIOR PAINTWORK, NON-METALLIC



Black

EXTERIOR PAINTWORK, METALLIC



Barolo Red



Capri Blue



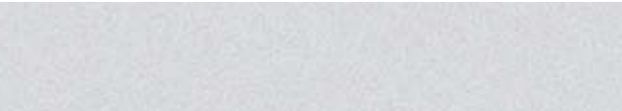
Diamond White¹²



Flint Grey



Indium Grey



Iridium Silver



Jade Green



Obsidian Black



Palladium Silver

ENDNOTES

- ¹ Obey local speed laws.
- ² Stated rates of acceleration are based upon manufacturer's track results and may vary depending on model, environmental and road surface conditions, driving style, elevation and vehicle load.
- ³ Lower aspect-ratio tires and accompanying wheels provide substantially increased treadwear, increased tire noise and reduced ride comfort. Serious wheel and tire damage may occur if the vehicle is operated on rough or damaged road surfaces or upon encountering road debris or obstacles. These tires are not designed for use on snow and ice. Winter tires mounted on appropriately sized and approved wheels are recommended for driving in those conditions.
- ⁴ PRE-SAFE® closes the side windows and sunroof when the system's sensors detect side movements that suggest a possible rollover accident.

- ⁵ When equipped with Mercedes-Benz Tele Aid, first year's Mercedes-Benz Tele Aid service provided at no additional cost with subscription. Subscription and acquaintance call required for service to be active. Service operates only where cellular and GPS coverage are available and requires adequate power supply. Owner must authorize vehicle tracking by providing password and a valid stolen vehicle police report number. Password required to activate Remote Door Unlock. See dealer for details of telematics services.
- ⁶ While the navigation system provides directional assistance, the driver must remain focused on safe driving behavior, including paying attention to traffic and street signs. The driver should utilize the system's audio cues while driving and should only consult the map or visual displays once the vehicle has been stopped in a safe place. Maps do not cover all areas or all routes within an area.

- ⁷ Bluetooth® does not provide phone charging or external antenna. Voice interactivity feature is dependent on selected handset. Visit www.mbusa-mobile.com for details. Phone sold separately. See dealer for a list of approved compatible phones.
- ⁸ SIRIUS® hardware and subscription required. Other fees and taxes may apply. Subscription governed by SIRIUS Terms & Conditions at sirius.com/serviceterms. Prices and programming are subject to change. SIRIUS Radio U.S. service only available in the 48 contiguous United States and the District of Columbia. Service available in Canada; see www.siriuscanada.ca.
- ⁹ All iPod® devices are sold separately. Feature not compatible with iPod Shuffle. See dealer for details.
- ¹⁰ DISTRONIC adaptive cruise control is no substitute for active driving involvement. It does not react to stationary objects, nor recognize or predict the curvature and lane layout of the road or the movement of vehicles ahead, and can only apply a maximum of 20% of vehicle braking power. It is the driver's responsibility at all times to be attentive to traffic and road

- ¹¹ conditions, and to provide the steering, braking and other driving inputs necessary to retain control of the vehicle. European Delivery Program discount of 7% available on select models, other models offered at MSRP. Please see your dealer for details.
- ¹² Extra-cost option.
- ¹³ Durability is based on longevity, as determined by MBUSA sales records 1952–2008 and R.L. Polk & Co. Vehicles In Operation as of 2008.



For a small blue planet

The 124-year heritage of Mercedes-Benz is rich with evidence of our respect for the earth and its inhabitants, both in the vehicles we make and in the ways we make them. We introduced the world's first CFC-free car, not just in its air conditioning but throughout its entire manufacturing process. We've been using water-borne paints for years, and source the wood for our interior trim from responsibly sustained forests. We've been pioneering advanced powertrains for generations, from today's new hybrid models and 50-state clean diesels to the fuel cell vehicles of tomorrow. Mercedes-Benz is also legendary for producing automobiles of extraordinary durability, with 88% of the vehicles sold in the last 20 years — and a remarkable 75% of all the vehicles we've ever sold in the U.S. — still on the road.¹³ After all, it takes virtually the same amount of energy to build vehicles that last as ones that won't.

Our new, more compact e-brochures consume fewer resources as well. Each one has been designed to be enjoyed on virtually any computer screen, even a laptop, so you need never print a paper copy at all. By doing so, together we are saving the energy associated with conventional printing, and eliminating the waste and emissions as well. Caring innovation comes from blue-sky thinking — sometimes quite literally. It's what you can expect from the automaker who's been sharing this small blue planet with you for longer than anyone. This is who we are. This is Mercedes-Benz.

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